

**UNIVERSITI TEKNOLOGI MARA**

**AN INVESTIGATION ON COMMUNICATION STYLE  
FOR SCHOOL ADMINISTRATORS  
IN SEKOLAH KEBANGSAAN ISLAH,  
KOTA BHARU.**

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Dissertation submitted in partial fulfillment of the requirement

for the degree of

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### **Candidate's Declaration**

I declare that the work in this thesis was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and it is the result of my work, unless otherwise indicated or acknowledged as reference work. The thesis has not been submitted to any academic institution or non academic institution for any other postgraduate study or qualification.

In the event that my thesis be found to violate mentioned above, I voluntarily waive the right of conferment of my postgraduate study and agree to be subjected to the disciplinary and regulation of Universiti Teknologi MARA.

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## ABSTRAK

Komunikasi merupakan satu elemen yang dianggap penting dalam kehidupan manusia dan di dalam konteks pengurusan dan juga pentadbiran, ia dianggap suatu perkara yang perlu diambil berat oleh setiap pentadbir. Oleh yang demikian, gaya komunikasi setiap pentadbir sekolah perlu dikenal pasti dalam membentuk kepimpinan pendidikan. Gaya komunikasi ditakrifkan sebagai satu tingkah laku interpersonal yang boleh digunakan dalam keadaan tertentu. Oleh itu pentadbir dalam pendidikan memainkan peranan yang sangat penting. Mereka perlu memastikan bahawa setiap tindakan dan keputusan dibuat untuk mewujudkan satu sistem pengurusan yang berkualiti. Untuk menjadi seorang pentadbir yang baik bukanlah suatu perkara yang mudah, tetapi jika pentadbir boleh mengetahui perkara-perkara asas yang perlu wujud dalam pemimpin, ia akan menjadi lebih mudah dan menyeronokkan dalam kerja seharian. Kajian ini membentangkan dapatan kajian untuk menyiasat gaya komunikasi pentadbir di Sekolah Kebangsaan Islah. Kajian ini terdiri daripada 4 soalan kajian iaitu untuk mengenal pasti jenis-jenis gaya komunikasi yang wujud di antara pentadbir, perbezaan gaya komunikasi dikalangan pentadbir mengikut jantina, mengenal pasti perbezaan gaya komunikasi di antara pentadbir senior dan junior dan mengetahui sejauh mana kesan tahap pendidikan terhadap gaya komunikasi di kalangan pentadbir. Kajian terdahulu tentang gaya komunikasi juga turut dibincangkan dalam kajian ini. Ia sedikit sebanyak dapat menyokong dan membantu hasil dalam kajian ini. Diharapkan juga agar kajian ini dapat meningkatkan kualiti komunikasi pentadbir sekali gus mewujudkan satu pengurusan yang berkualiti. Terdapat 30 orang guru pentadbir telah dipilih untuk menjawab soal selidik dan 7 orang guru pentadbir untuk menjawab beberapa soalan temuduga dalam kajian ini. Hasil kajian ini mendapati bahawa terdapat gaya komunikasi yang tegas antara guru pentadbir di Sekolah Kebangsaan Islah, pentadbir senior lebih agresif daripada pentadbir junior, pentadbir lelaki adalah lebih tegas daripada pentadbir wanita dan tahap pendidikan antara pentadbir tidak mempunyai apa-apa kesan ke atas gaya komunikasi. Kajian ini merumuskan bahawa semua orang termasuk guru pentadbir mempunyai gaya komunikasi yang berbeza dan dipengaruhi oleh jantina, umur dan pengalaman. Oleh itu memahami gaya komunikasi yang wujud dalam individu dan lain-lain adalah penting dalam pengurusan sesebuah organisasi. Saranan dan cadangan kajian ini adalah bahawa kita perlu memahami persepsi asas individu apabila berkomunikasi dengan orang lain dalam konteks organisasi.

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# **An Investigation on Communication Style for School Administrators**

## **In Sekolah Kebangsaan Islah, Kota Bharu.**

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### ***ABSTRACT***

*Communication is an important element considered in the life and in the context of management and administration, it is considered a matter that should be taken care of by each administrator. Therefore the communication style of each school administrators is needed to be identified in shaping educational leadership. Communication style is defined as a set of interpersonal behavior that can be used in a specific situation. Thus the administrator in education plays a very important role. They need to ensure that every action and decision is made to create a quality management system. To be a good administrator is not an easy thing, but if an administrator can learn the basic things that should be inherent in a leader, it will be more convenient and enjoyable in everyday work. This study presents the finding of a study to investigate the communication styles of administrators in Sekolah Kebangsaan Islah. This study consists of 4 research question to identify the types of communication styles that exist between the administrator, the administrator of communication different styles according to their gender, identify the different styles of communication between senior and junior administrators and find out the extent to which the effect of the level of education administrators on communication styles. Previous studies about communication styles are also discussed in this study. It's a bit much to support and help the results in this study. It is also hoped that this study will improve the quality of administrative communication thus creating a quality management. There are 30 teachers administrators were selected to answer the questionnaire and 7 teachers administrators to answer some interview questions in this study. The finding of this study indicate that there is a assertive style of communication between teachers administrators in the Sekolah Kebangsaan Islah, senior administrators who are more aggressive than a junior administrator, males are more assertive than female administrators and education level between the administrator does not have any effect on the person's communication style administrator. This study concluded that everyone including administrators teachers have different communication styles and influenced by gender, age and experience. Therefore understand the communication styles that exist in the individual and others is important in the management of an organization. Recommendations and suggestions of this study is that we need to understand the underlying individual perceptions when communicating with others in the context of the organization.*